

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA
Title: ADVERTISEMENT SYSTEM AND ADVERTISEMENT
DISPLAY METHOD
Appl. No.: 10/077,765
Filing Date: 02/20/2002
Examiner: Alvarez, Raquel
Art Unit: 3682
Confirmation Number: 3462

REPLY UNDER 37 CFR 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated May 9, 2011,
concerning the above-referenced patent application.

Applicant has enclosed with this reply a petition for extension of time to make this
response timely.

Remarks/Arguments begin on page 2 of this document.